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Express Mail Label No.:
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Date of Deposit: July 26, 2004

Our Case No.: 9623/324

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Thomas A. Soulanille

Serial No.: 09/872,737

Filing Date: June 1, 2001

For: SYSTEM AND METHOD FOR
INFLUENCING A POSITION ON A SEARCH
RESULT LIST GENERATED BY A
COMPUTER NETWORK SEARCH ENGINE

Examiner: Le, Uyen T.

Group Art Unit: 2171

FOURTH SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Fourth Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

07/28/2004 HALI11 00000084 09872737

03 FC:1806

180.00 0P

The references now cited are the following:

US PATENT DOCUMENT

DOCUMENT NUMBER Number-Kind Code (if known)	DATE	NAME
5,794,210	08/11/1998	Goldhaber, et al.
6,377,961 B1	04/23/2002	Ryu

FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER Number-Kind Code (if known)	DATE	COUNTRY
WO 97/22066 A	06/19/1997	WIPO
WO 00/16218 A	03/23/2000	WIPO

OTHER ART AND RELATED DOCUMENTS

Supplementary Search Report for corresponding European Patent Application No. EP 00 936393, dated February 20, 2004, 3 pages.
Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.
Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.
Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.
Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit. Libr.</i> , 1997, pp. 122-131.
Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.
"GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages.
"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.

In accordance with 37 C.F.R. § 1.97(g),(h), this Fourth Supplemental Information

Disclosure Statement is not to be construed as a representation that a search has been

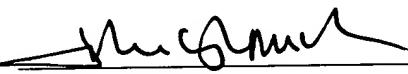
made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

A fee as set forth in 37 C.F.R. § 1.17(p) in the amount of \$180.00 is enclosed herewith. Should the enclosed check be insufficient, omitted or should any additional fees be deemed necessary under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these material, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925. A duplicate copy of this document is enclosed.

Applicants respectfully request that the listed documents be made of record in the present case.

Respectfully submitted,

Date: 7/26/04



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Registration No. 37,218
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JUL 26 2004

FORM PTO-1449	SERIAL NO. 09/872,737	CASE NO. 9623/324
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE June 1, 2001	GROUP ART UNIT 2171
APPLICANT(S): Thomas A. Soulanille		

REFERENCE DESIGNATION **U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER Number-Kind Code (if known)	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
E1	5,794,210	08/11/1998	Goldhaber, et al.		
E2	6,377,961 B1	04/23/2002	Ryu		

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER Number-Kind Code (if known)	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
E3	WO 97/22066 A	06/19/1997	WIPO		
E4	WO 00/16218 A	03/23/2000	WIPO		
E					

EXAMINER INITIAL	OTHER ART – NON PATENT LITERATURE DOCUMENTS	
	(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)	
E5	Supplementary Search Report for corresponding European Patent Application No. EP 00 936393, dated February 20, 2004, 3 pages.	
E6	Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.	
E7	Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.	
E8	Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.	
E9	Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit. Libr.</i> , 1997, pp. 122-131.	
E10	Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.	
E11	"GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages.	
E12	"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.	

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.